

Events Tourism - Ireland - August 2016

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“While the RoI events and tourism sector has been doing well during 2014-15, within NI lower economic recovery has somewhat stalled growth in the events and festivals market. With the fallout of Brexit likely to further dampen NI consumer confidence, it could see less spend overall on events.”

– Brian O’Connor, Senior Consumer Analyst

This report looks at the following areas:

Attendance of events and festivals continues to improve in Ireland – more so within RoI in 2016, which has helped to boost revenues generated from these events – attracting greater levels of both domestic and overseas visitors. Moving forward, ticket price inflation will continue to be an issue for consumers, while increasingly consumers will use technology such as contactless payment while at these events.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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